

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



*N.C. Department of Commerce Secretary Keith Crisco (left) with Baldor Plant Manager Stuart Cheek (right) as they tour the Shelby facility*

## Crisco participates in Baldor media mission

On Dec. 6, N.C. Department of Commerce Secretary Keith Crisco spoke to more than 40 invited trade journalists during a media mission at the Baldor Electric Co. facility in Shelby. Baldor, an advanced manufacturing company, makes large industrial electric motors for a variety of industrial applications.

The company has had a presence in Cleveland County since 1983. Besides Shelby, Baldor also has facilities in Asheville, Huntersville, Kings Mountain, and Marion. Baldor has operations throughout the United States, Canada, England, Mexico and China.

With a significant investment from ABB, which acquired Baldor in 2010, Baldor opened the 259,000-square-foot Shelby facility in a renovated factory. Baldor began producing large direct-current motors there this past June. It is the new home for ABB's DMI DC product line and will serve as the global center of excellence for DC motor production.



*N.C. Restaurant and Lodging Association President and CEO Lynn Minges (right) displays her Order of the Long Leaf Pine, presented by N.C. Department of Commerce Secretary Keith Crisco (left)*

## Minges honored with Order of the Long Leaf Pine

Governor Bev Perdue has bestowed N.C. Restaurant and Lodging Association President and CEO Lynn Minges with the Order of the Long Leaf Pine. N.C. Department of Commerce Secretary Keith Crisco presented the award at the Dec. 4 meeting of the N.C. Travel & Tourism Board in Raleigh.

One of the highest honors the governor can bestow on a North Carolina citizen, the Order of the Longleaf Pine is given in recognition of a proven record of extraordinary service to the state. In addition to receiving a certificate of recognition, recipients may also propose the North Carolina toast at any time. Minges joins many famous North Carolinians such as Maya Angelou, Andy Griffith, Michael Jordan and Bob Timberlake, as a recipient of this award.

## Belk adds 150 jobs as e-sales flourish

Charlotte-based retailer Belk Inc., which has been focusing on online sales as a major part of its growth strategy, is adding 150



(Left-right) N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Energy Manager Renee Hutcheson and Energy Office Director Ward Lenz at the Department of Energy National Meeting on Dec. 6 at Eisenhower Executive Office Building.

## Energy Office attends White House briefing

N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, along with Energy Office Director Ward Lenz and Energy Manager Renee Hutcheson, were in Washington, D.C., Dec. 6 for a White House briefing on the status of the Better Buildings Challenge, a national Department of Energy program that North Carolina is taking part in. The goal of the program is to document energy efficiency. North Carolina is one of four states joining the challenge, including Delaware, Maryland and Massachusetts.

The challenge recognizes North Carolina's efforts, particularly through the Utility Savings Initiative, to make government buildings more energy efficient. The sessions took place in the Eisenhower Executive Office Building and featured briefings on the first-year program accomplishments as well as emerging issues and new challenges.



## A-B Tech forms Craft Beverage Institute of the Southeast

management-level jobs in IT and e-commerce.

The jobs will be based at the company's headquarters at 2801 W. Tyvola Road, which currently has 1,000 employees.

Jobs will be posted in the career section of Belk.com as positions become available, according to the company. Salaries will vary; the company didn't provide specifics.

[Belk adds 150 jobs as e-sales flourish](#) (*The Charlotte Observer*, Dec. 6)



Steve Nye of Gaston County, Martyn Johnson of the N.C. Department of Commerce, Susan Fleetwood from Commerce, Donnie Hicks from Gaston County, Bernard Torain from Commerce, Malissa Gordon from Gaston County, April Kappler from Commerce, Jamie Vaughn from Commerce and Paul Jordan from Commerce

## B&I team meets with partners from Gaston County

Staff from the Gaston County Economic Development Commission gave an update on activities in the county during a meeting with the N.C. Department of Commerce's Division of Business and Industry Development. The meeting took place at the Commerce Department's main office in Raleigh on Dec. 10.

## Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the

Asheville-Buncombe Technical Community College has announced the creation of The Craft Beverage Institute of the Southeast, a premier education destination to meet the needs of the rapidly-growing beverage industry in the region.

"The job of the community college is to find the local need and fill it. Each region has its own market niche," said A-B Tech President Dr. Hank Dunn. "Craft beverages are a big business in the area. We think it will be an incredible boon to the area and will grow exponentially."

The college plans to offer a two-year degree starting in fall 2013 in brewing, distillation and fermentation to teach the science and technical art of craft beverages. A large component of the process will require STEM education. There will also be a business track to address marketing, events and tasting room management to provide a comprehensive education to support the beverage industry.

In addition to A-B Tech's Craft Beverage Institute, Blue Ridge Community College's Continuing Education program has announced a January launch of its Craft Beer Academy and the Oskar Blues Brew School, a collaborative course with Oskar Blues Brewery in Brevard. [Read more.](#)

[BRCC joins forces with Sierra Nevada. Oskar Blues to train employees](#) (*The Times-News* - Hendersonville, Dec. 3)



## Governor's Conference on Tourism set for March 10-12 in Wilmington

The 2013 N.C. Governor's Conference on Tourism will be held March 10-12 at the Wilmington Convention Center. Destination marketing organizations, visitors bureaus and others in the tourism industry are encouraged to attend the conference to get the latest news on how industry and traveler preferences have changed, what's working and how to increase market share. Governor's Conference attendees will have the opportunity to network with more than 500 of the state's tourism leaders and gain new insights into North Carolina's travel industry. Themed to reflect Wilmington's thriving film business, the conference program will include keynote speakers, several educational breakout sessions and the popular Legislative Update. To learn more about becoming a sponsor, contact [Heidi Walters](#) at (919) 715-6702.

number of contacts received by the Business Link North Carolina/Business ServiCenter.

### Jan. 1 - Dec. 11, 2012

<b>New projects assigned:</b>	364
<b>Projects announced:</b>	121
<b>Jobs announced:</b>	14,081
<b>Capital investment announced:</b>	\$3B
<b>Industry visits by existing industry staff:</b>	1,195
<b>Calls to Business Link N.C.:</b>	18,240

## N.C. in the News

### This Week's Highlights

- [Deere-Hitachi recruiting welders through Forsyth Tech](#) (*WGHP*, Dec. 6)
- [Krispy Kreme to open 500th international store in Mexico](#) (*The Business Journal of the Greater Triad*, Dec. 6)
- [EDC hires marketing specialist](#) (*The Salisbury Post*, Dec. 6)
- [Heated apparel maker moves HQ to Stoneville](#) (*The News & Record - Greensboro*, Dec. 5)
- [Manufacturer announces expansion in Shallotte](#) (*Greater Wilmington Business Journal*, Dec. 5)
- [Lenovo's new executive in N.C. plans to make company domestic No. 1](#) (*The News & Observer - Raleigh*, Dec. 4)
- [Grant to help SCC start table gaming training program](#) (*The Cherokee One Feather*, Dec. 4)
- [Apple doubles size of Catawba County fuel cell project](#) (*The Charlotte Observer*, Dec. 4)
- [Kingsboro Industrial Sites receive CSX Select Site designation](#) (CSX press release, Dec. 3)
- [Halifax Corporate Park: 700-acre attraction for development](#) (*The Daily Herald - Roanoke Rapids*, Dec. 1)
- [Skilled labor availability: States step up training programs to fill the gap](#) (*Area Development*, Fall 2012)

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